

REP HEADLINE# 6381696

\$\$\$ MOD# 1: UNAPPROVED REV #2 \$\$\$

TRF# 499193

REP: TEL# 703-516-9399

FAX# 703-516-9680

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS REPORT FROM REP

OCT26/12 13.15

*** WFSB-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
6	S		1230P-200P	30		\$300.00	10/23	10/26	3		TU-F	3
PROGRAM : SOAPS												
RA25+ : 2.0												
CON COM1: SOAPS												
7	S		200P-300P	30		\$200.00	10/23	10/26	3		TU-F	3
PROGRAM : TALK												
RA25+ : 1.0												
CON COM1: TALK												
26	S		1230P-200P	30		\$300.00	10/29	10/29	0		MON	0
PROGRAM : SOAPS												
RA25+ : 2.0												
CON COM1: SOAPS												
27	S		200P-300P	30		\$200.00	10/29	10/29	0		MON	0
PROGRAM : TALK												
RA25+ : 1.0												
CON COM1: TALK												
OCT/12	75600.00					NOV/12	25150.00					
CONTRACT TOTAL												100750.00
TOTAL SPOTS												57

MARKET TOTALS \$332,142

WFSB 28%

WTNH 39%

WVIT 23%

WTIC 9%

WCTX 1%

WCCT 0%

WHPX 0%

SHARES ACCURATE

SVC- NSI

DEMOS- RA25+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6381696 TRF# 499193
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$
REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT26/12 12.50
***CHANGES** *** WFSB-TV ***

ADV # _____ ADV. NAME POLI/L MCMAHON/R/SEN/CT _____
AGY # _____ AGY. NAME MENTZER MEDIA SERVICES, INC. _____
600 FAIRMOUNT AVENUE, SUITE 306 _____
TOWSON, MD 21286 _____

REP. # _____ OFF. # _____ SALESMAN # _____
BUYER NAME ANNE BRAUNSCHEIDEL _____
SALES PRSN WA- HEATHER UTLEY (H) _____

ORDER #	CONTRACT # 6381696	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	LINDA MCMAHON 4 SENA	EST#1514	COMMENTS: (LINE, ORDER, INVOICE)	
FLIGHT DATES	OCT23/12	OCT29/12	WK-1	

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____
DATE OCT26/12 12.50

REP: ADDED LN 35
NEW TTL 103400
PLS CFM
THANKS, MIKE FOR HEATHER

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009
LINDA MCMAHON FOR SENATE

[illegible]

REP HEADLINE# 6381696 TRF# 499193
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

0
OCT26/12 12.50
*** WFSB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6	S		1230P-200P	30		\$300.00	10/23	10/26	6		TU-F	6
PROGRAM : SOAPS												
RA25+ : 2.0												
CON COM1: SOAPS												
7	S		200P-300P	30		\$200.00	10/23	10/26	4		TU-F	4
PROGRAM : TALK												
RA25+ : 1.0												
CON COM1: TALK												
17	S		800P-900P	30		\$6,000.00	10/24	10/24	0		WED	0
PROGRAM : SURVIVOR												
RA25+ : 3.0												
CON COM1: SURVIVOR												
26	S		1230P-200P	30		\$300.00	10/29	10/29	2		MON	2
PROGRAM : SOAPS												
RA25+ : 2.0												
CON COM1: SOAPS												
27	S		200P-300P	30		\$200.00	10/29	10/29	1		MON	1
PROGRAM : TALK												
RA25+ : 1.0												
CON COM1: TALK												
35	A		800P-900P	30		\$7,000.00	10/29	10/29	1		MON	1
PROGRAM : HIMYM/PARTNERS												
CON COM1: HIMYM/PARTNERS												
OCT/12			77450.00	NOV/12		25950.00				CONTRACT TOTAL		103400.00
											TOTAL SPOTS	65

CONTRACT


wfsb.com

WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

Contract / Revision 499193 /		Alt Order # 06381696
Product LINDA MCMAHON 4 SENA		
Contract Dates 10/23/12 - 10/29/12		Estimate # 1514
Advertiser McMahon for Senate		Original Date / Revision 10/26/12 / 10/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WFSB	Account Executive Heather Uttley	Sales Office HRP-WASHING
Special Handling		
Demographic Adults 35+		
IDB# 1021	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFSB	10/23/12	10/26/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$1,200.00			
2	WFSB	10/23/12	10/26/12	Eyewitness News	6:30am - 7am		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$1,200.00			
3	WFSB	10/23/12	10/26/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$800.00			
4	WFSB	10/23/12	10/26/12	9am-10am	9am - 10am		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				2	\$500.00			
N 5	WFSB	10/23/12	10/26/12	11a-12p Price is Right	11am - 12pm		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$750.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WFSB	10/22/12-10/28/12	11a-12p Price is Right	11am - 12pm	-TuWThF----	:30		\$750.00	NM		
				Credited								
N 6	WFSB	10/23/12	10/26/12	M-F CBS Soaps	1230-2p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				6	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/22/12-10/28/12	M-F CBS Soaps	1230-2p	-TuWThF----	:30		\$300.00	NM		
				Credited								
	3	WFSB	10/22/12-10/28/12	M-F CBS Soaps	1230-2p	-TuWThF----	:30		\$300.00	NM		
				Credited								
	6	WFSB	10/22/12-10/28/12	M-F CBS Soaps	1230-2p	-TuWThF----	:30		\$300.00	NM		
				Credited								
N 7	WFSB	10/23/12	10/26/12	M-F The Talk	2-3p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/22/12-10/28/12	M-F The Talk	2-3p	-TuWThF----	:30		\$200.00	NM		
				Credited								

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499193 /		<u>Alt Order #</u> 06381696
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1514
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
8	WFSB	10/23/12	10/26/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$950.00			
9	WFSB	10/23/12	10/26/12	Eyewitness News	5:30pm - 6pm		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				3	\$1,800.00			
10	WFSB	10/23/12	10/26/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				1	\$2,100.00			
11	WFSB	10/23/12	10/26/12	Inside Edition	7pm - 7:30pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,500.00			
12	WFSB	10/23/12	10/26/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$1,500.00			
13	WFSB	10/23/12	10/26/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	4	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$950.00			
14	WFSB	10/23/12	10/28/12	Eyewitness News	11PM - 11:35PM		:30			NM	4	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-TF-S				4	\$1,900.00			
15	WFSB	10/23/12	10/23/12	NCIS	8pm-9pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$7,000.00			
16	WFSB	10/23/12	10/23/12	Vegas	10pm - 11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$7,000.00			
17	WFSB	10/24/12	10/24/12	Survivor	8pm - 9pm		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$6,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/22/12-10/28/12	Survivor	8pm - 9pm	---W-----	:30		\$6,000.00	NM		
	See MG 17.2											
	2	WFSB	10/29/12-10/29/12	Hawaii 5-0	10pm - 11pm	M-----	:30		\$6,000.00	NM		
	Ⓜ MG for 17.1 10/24											
18	WFSB	10/25/12	10/25/12	Big Bang/2.5 Men	8pm - 9pm		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$8,500.00			
19	WFSB	10/26/12	10/26/12	NCIS	8pm - 9pm		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$5,000.00			
20	WFSB	10/27/12	10/27/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$500.00			
21	WFSB	10/27/12	10/27/12	SA 8-9p Prime	8pm - 9pm		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$2,500.00			
22	WFSB	10/29/12	10/29/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,200.00			

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WFSB
333 Capital Blvd
Rocky Hill, CT 06067
(860)728-3333

<u>Contract / Revision</u> 499193 /		<u>Alt Order #</u> 06381696
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Product</u> LINDA MCMAHON 4 SE	<u>Estimate #</u> 1514
<u>Advertiser</u> McMahon for Senate		<u>Original Date / Revision</u> 10/26/12 / 10/26/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
23	WFSB	10/29/12	10/29/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$800.00			
24	WFSB	10/29/12	10/29/12	9am-10am	9am - 10am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$500.00			
25	WFSB	10/29/12	10/29/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$750.00			
N 26	WFSB	10/29/12	10/29/12	M-F CBS Soaps	1230-2p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	2-----				2	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	M-----	:30		\$300.00	NM		
				Credited								
	2	WFSB	10/29/12-11/04/12	M-F CBS Soaps	1230-2p	M-----	:30		\$300.00	NM		
				Credited								
N 27	WFSB	10/29/12	10/29/12	M-F The Talk	2-3p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WFSB	10/29/12-11/04/12	M-F The Talk	2-3p	M-----	:30		\$200.00	NM		
				Credited								
28	WFSB	10/29/12	10/29/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$950.00			
29	WFSB	10/29/12	10/29/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,100.00			
30	WFSB	10/29/12	10/29/12	Inside Edition	7pm - 7:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,500.00			
31	WFSB	10/29/12	10/29/12	Entertainment Tonight	7:30pm - 8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,500.00			
32	WFSB	10/29/12	10/29/12	Late Night with David Letterman	11:35pm - 12:37am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$950.00			
33	WFSB	10/29/12	10/29/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,900.00			
N 34	WFSB	10/29/12	10/29/12	HIMYM/Partners	8pm - 9pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$7,000.00			
Totals											57	\$100,750.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 (860)728-3333

<u>Contract / Revision</u>		<u>Alt Order #</u>
499193 /		06381696
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	LINDA MCMAHON 4 SE	1514
<u>Advertiser</u>		<u>Original Date / Revision</u>
McMahon for Senate		10/26/12 / 10/26/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	45	\$75,600.00	\$64,260.00
10/29/12 - 10/29/12	12	\$25,150.00	\$21,377.50
Totals	57	\$100,750.00	\$85,637.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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